

# TOWN OF VAIL TAXABLE SALES REPORT



**Destination: Vail**

**Report Period: Taxable sales through April 2018**

	Taxable sales Nov-Apr 17/18	Taxable sales Nov-Apr 16/17	%
<b>a) Vail Village/Lionshead Combined Performance</b>			<b>Difference</b>
Retail Sales in Vail Village + Lionshead	\$91,699,425	\$94,238,425	-2.7%
Restaurant Sales in Vail Village + Lionshead	\$86,735,200	\$86,183,300	0.6%
Lodging Sales in Vail Village + Lionshead	\$145,732,600	\$151,475,100	-3.8%
<b>Total Retail/Restaurant/Lodging Sales in Vail Village + Lionshead</b>	<b>\$324,167,225</b>	<b>\$331,896,825</b>	<b>-2.3%</b>

	Taxable sales Nov-Apr 17/18	Taxable sales Nov-Apr 16/17	%
<b>b) Retail Segment Performance, by Neighborhood</b>			<b>Difference</b>
Retail Sales in Vail Village	\$66,409,125	\$67,119,375	-1.1%
Retail Sales in Lionshead	\$25,290,300	\$27,119,050	-6.7%
<b>Retail Sales in Vail Village + Lionshead</b>	<b>\$91,699,425</b>	<b>\$94,238,425</b>	<b>-2.7%</b>

	Taxable sales Nov-Apr 17/18	Taxable sales Nov-Apr 16/17	%
<b>c) Restaurant Segment Performance, by Neighborhood</b>			<b>Difference</b>
Restaurant Sales in Vail Village	\$69,935,125	\$68,825,975	1.6%
Restaurant Sales in Lionshead	\$16,800,075	\$17,357,325	-3.2%
<b>Restaurant Sales in Vail Village + Lionshead</b>	<b>\$86,735,200</b>	<b>\$86,183,300</b>	<b>0.6%</b>

	Taxable sales Nov-Apr 17/18	Taxable sales Nov-Apr 16/17	%
<b>d) Lodging Segment Performance, by Neighborhood</b>			<b>Difference</b>
Lodging Sales in Vail Village	\$86,889,450	\$91,660,025	-5.2%
Lodging Sales in Lionshead	\$58,843,150	\$59,815,075	-1.6%
<b>Lodging Sales in Vail Village + Lionshead</b>	<b>\$145,732,600</b>	<b>\$151,475,100</b>	<b>-3.8%</b>

**DESCRIPTION OF REPORT:** The Vail Taxable Sales Report is a monthly ("Foundation") and seasonal ("Seasonal") report of taxable sales in Vail Village and Lionshead neighborhoods of Vail, tracking consumer spend at Retail, Restaurant and Lodging businesses in both locations ("neighborhoods") and in aggregate. The report is based on financial data provided by the town(s) included in the report. Details follow:

**FOUNDATION REPORT:** The foundation report is a monthly report comprised of 4 sections focusing on Vail Village and Lionshead neighborhood data, and conveying (a) Retail, Restaurant and Lodging sales by segment and in aggregate, (b) Retail sales by neighborhood and in aggregate, (c) Restaurant sales by neighborhood and in aggregate, and (d) Lodging sales by neighborhood and in aggregate. All data are derived from Town of Vail taxable sales reports and are as-of the most recent date for which data are available.

**SEASONAL REPORT:** The seasonal report is produced 2 times annually, in approximately July and March (data-dependent) and is an expansion of the Foundation Report described above. The seasonal report is intended to provide the client with competitive information both within Vail and with Vail's competitive set for the Summer (May - October) and Winter (November - April) seasons. In addition to the Foundation data, the Seasonal Report includes a comparative analysis of All Vail Neighborhood aggregate sales versus the same data from Aspen, Breckenridge and Steamboat Springs.

**Town of Vail All-Store Monthly Report**  
**SECTION 1 - SEASONAL CHARTS BY SEGMENT - VAIL VILLAGE + LIONSHEAD NEIGHBORHOODS**  
**Summer 2017 and Winter 17/18 Taxable Sales**  
**Retail, Restaurant and Lodging Segments + Aggregate**

Chart 1a: Aggregate Sales (Retail + Restaurant + Lodging) - VV + LH: Summer 2017 and Winter 17/18

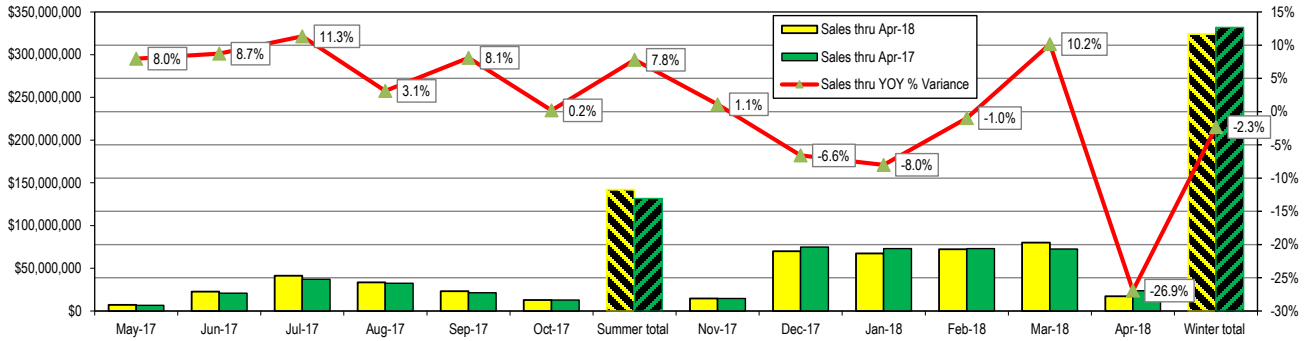


Chart 1b: Retail Sales - VV + LH: Summer 2017 and Winter 17/18

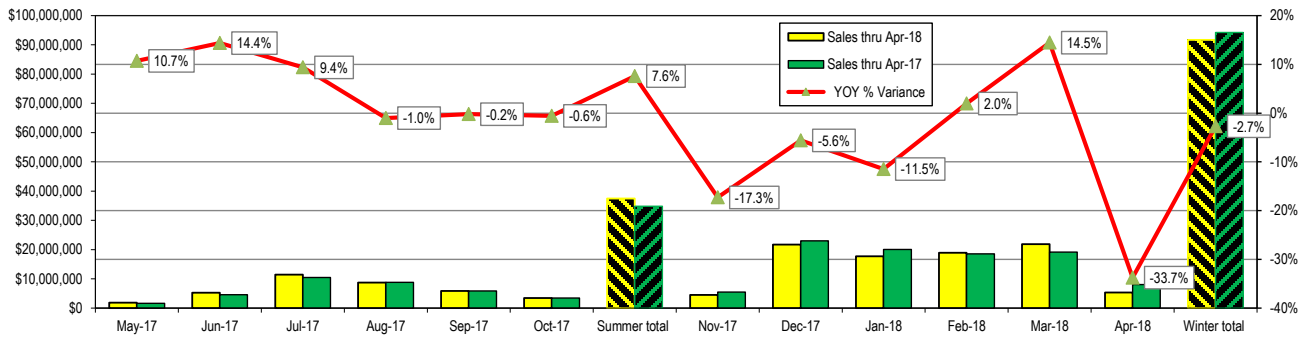


Chart 1c: Restaurant Sales - VV + LH: Summer 2017 and Winter 17/18

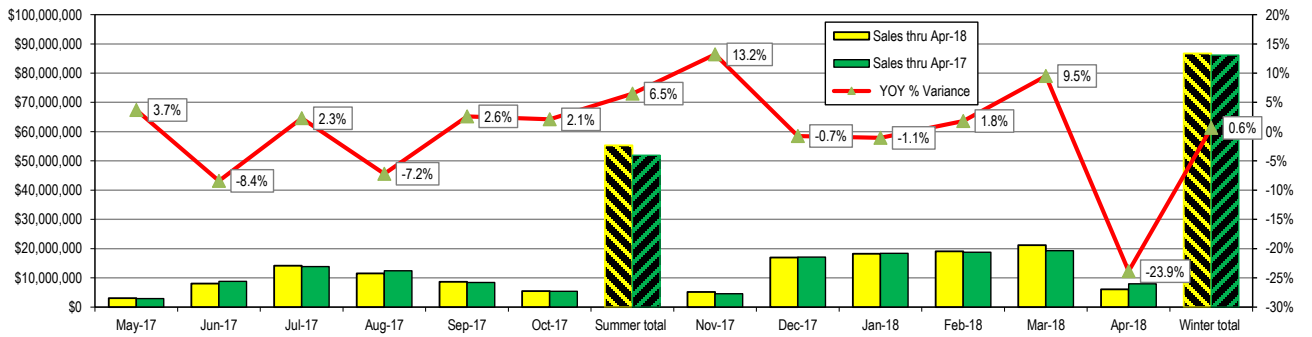
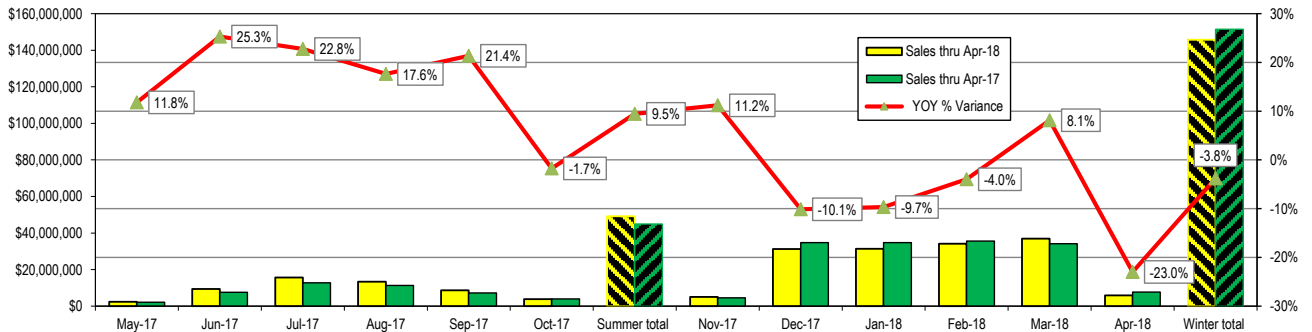


Chart 1d: Lodging Sales - VV + LH: Summer 2017 and Winter 17/18



**Town of Vail All-Store Monthly Report**  
**SECTION 2 - RETAIL SEGMENT BY NEIGHBORHOOD**  
**Summer 2017 and Winter 17/18 Taxable Sales**  
**Vail Village, Lionshead and VV/LH Combined**

Chart 2a: VV + LH Retail Sales: Summer 2017 and Winter 17/18

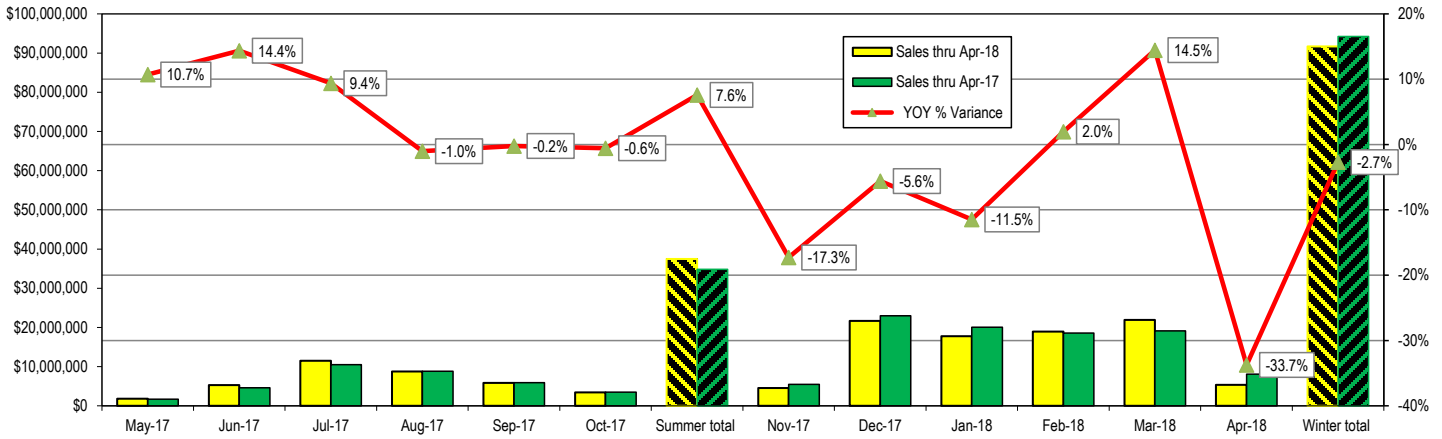


Chart 2b: Vail Village Retail Sales: Summer 2017 and Winter 17/18

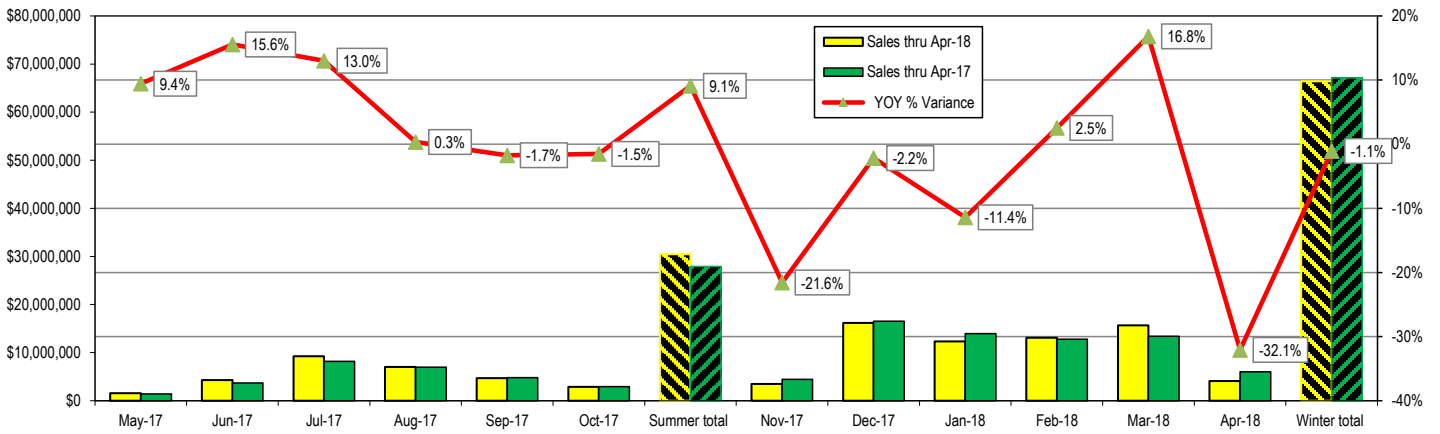
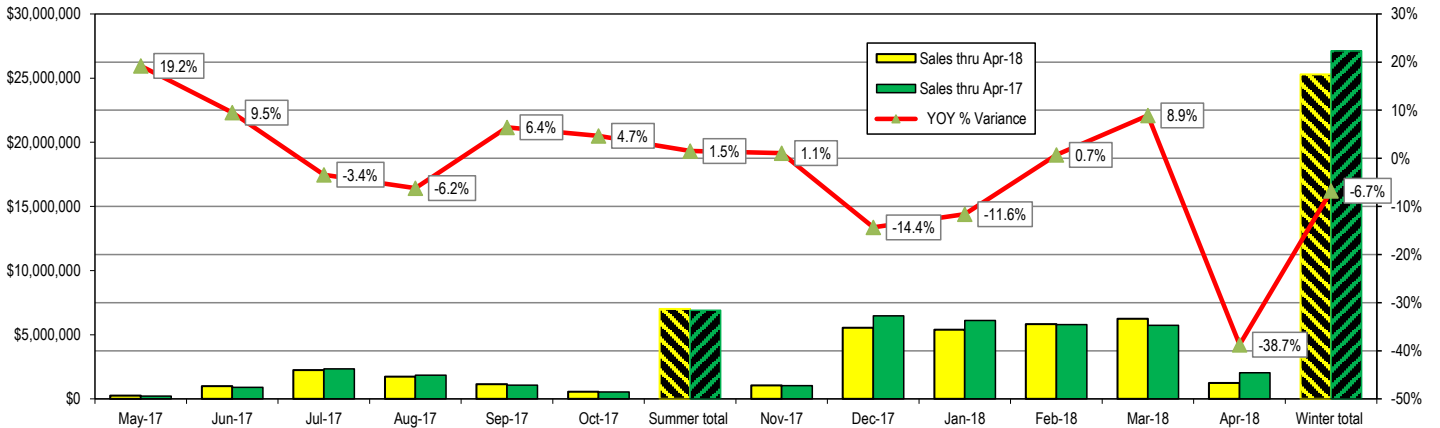


Chart 2c: Lionshead Retail Sales: Summer 2017 and Winter 17/18



# Town of Vail All-Store Monthly Report

## SECTION 3 - RESTAURANT SEGMENT BY NEIGHBORHOOD

### Summer 2017 and Winter 17/18 Taxable Sales

#### Vail Village, Lionshead and VV/LH Combined

Chart 3a: VV + LH Restaurant Sales: Summer 2017 and Winter 17/18

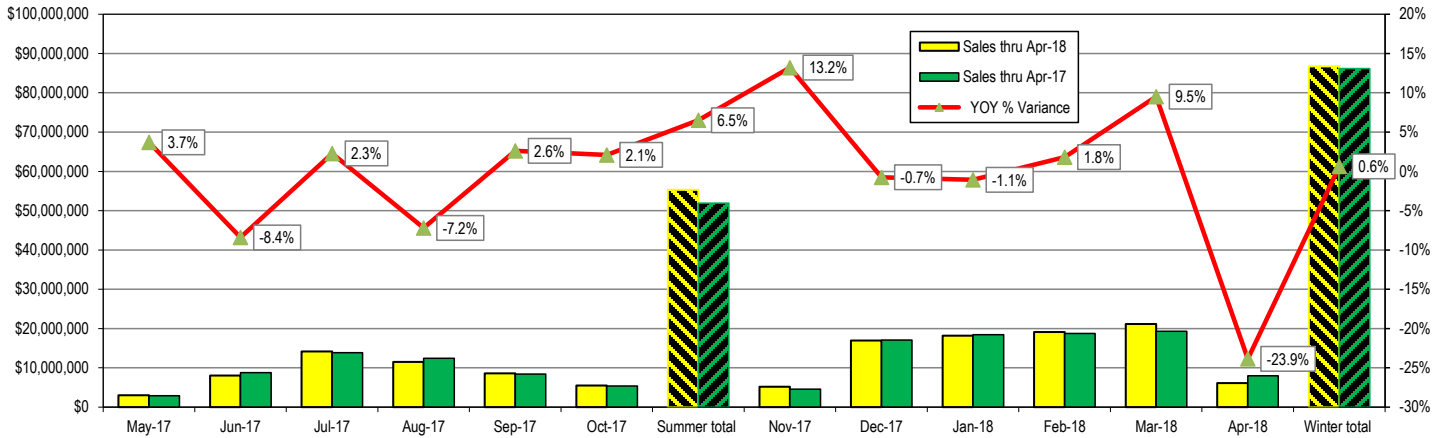


Chart 3b: Vail Village Restaurant Sales: Summer 2017 and Winter 17/18

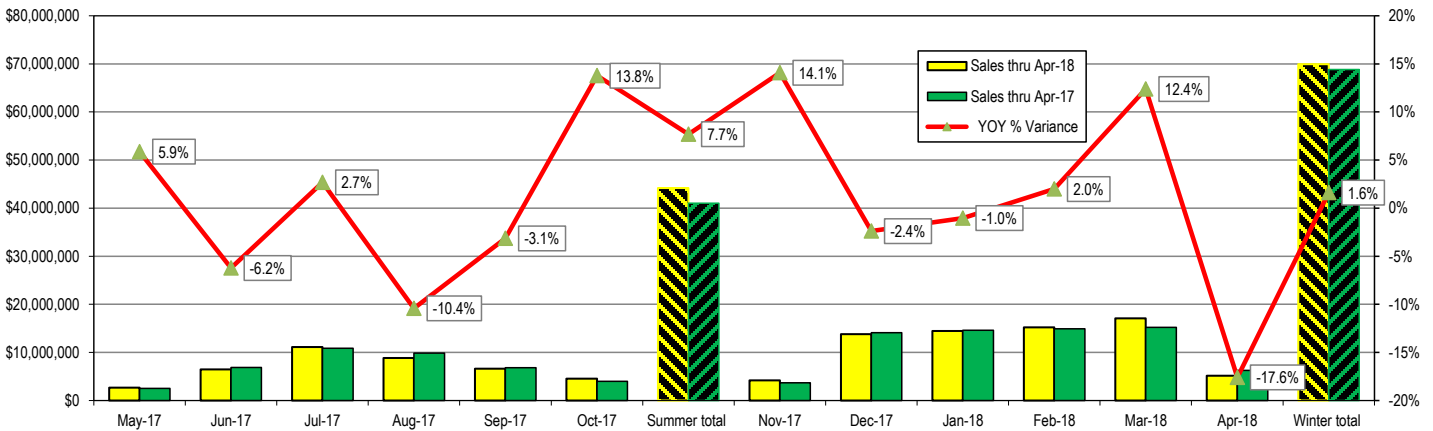
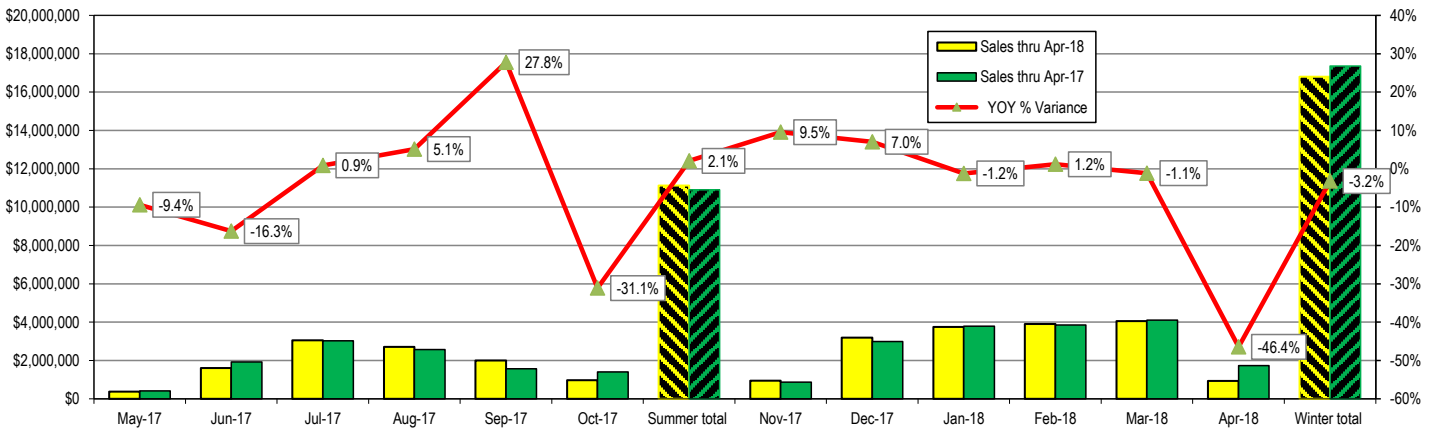


Chart 3c: Lionshead Restaurant Sales: Summer 2017 and Winter 17/18



**Town of Vail All-Store Monthly Report**  
**SECTION 4 - LODGING SEGMENT BY NEIGHBORHOOD**  
**Summer 2017 and Winter 17/18 Taxable Sales**  
**Vail Village, Lionshead and VV/LH Combined**

Chart 4a: VV + LH Lodging Sales: Summer 2017 and Winter 17/18

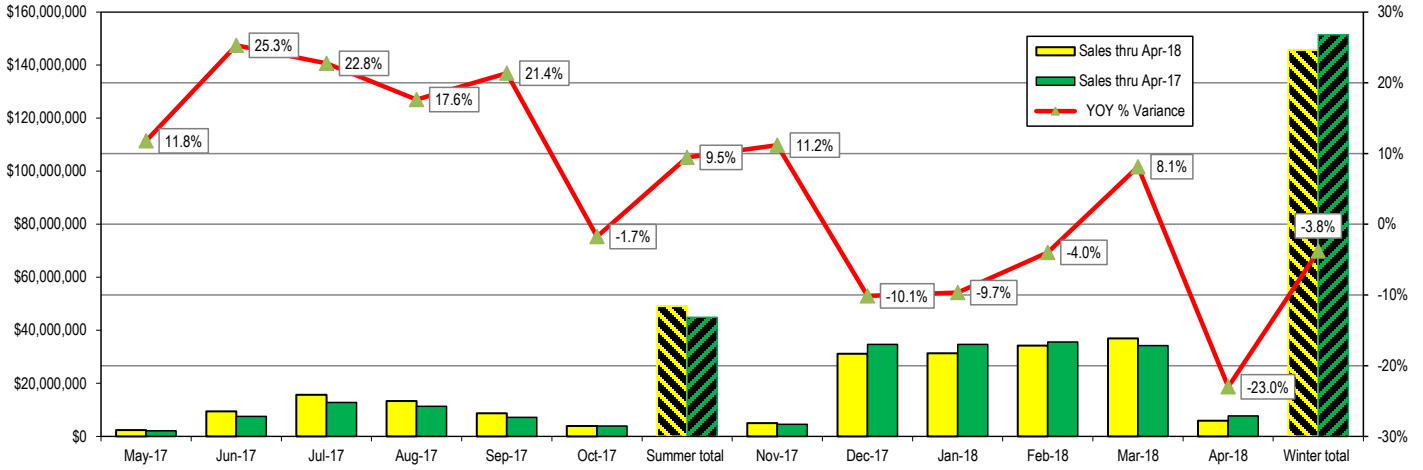


Chart 4b: Vail Village Lodging Sales: Summer 2017 and Winter 17/18

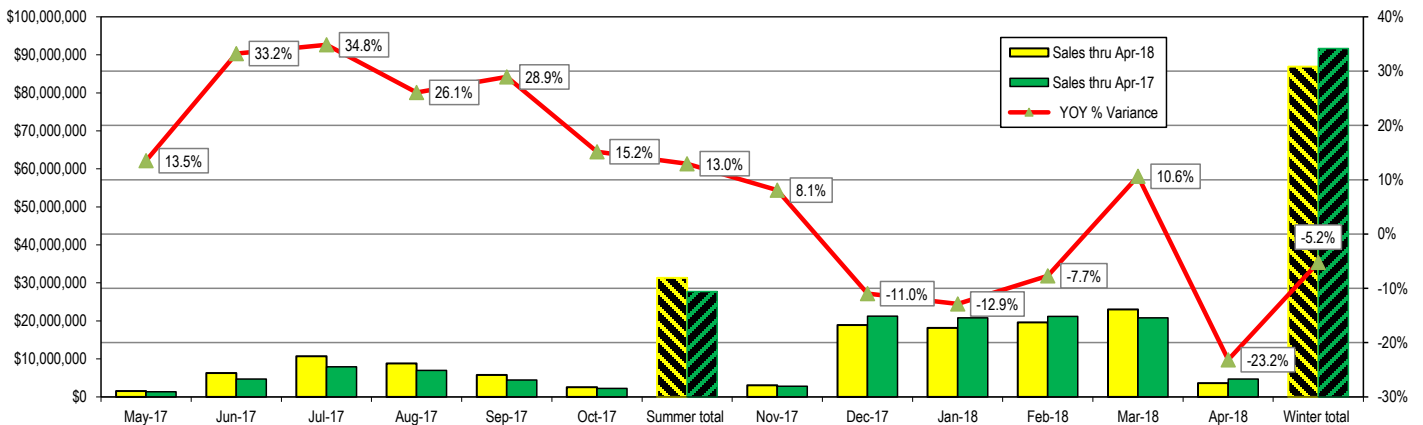
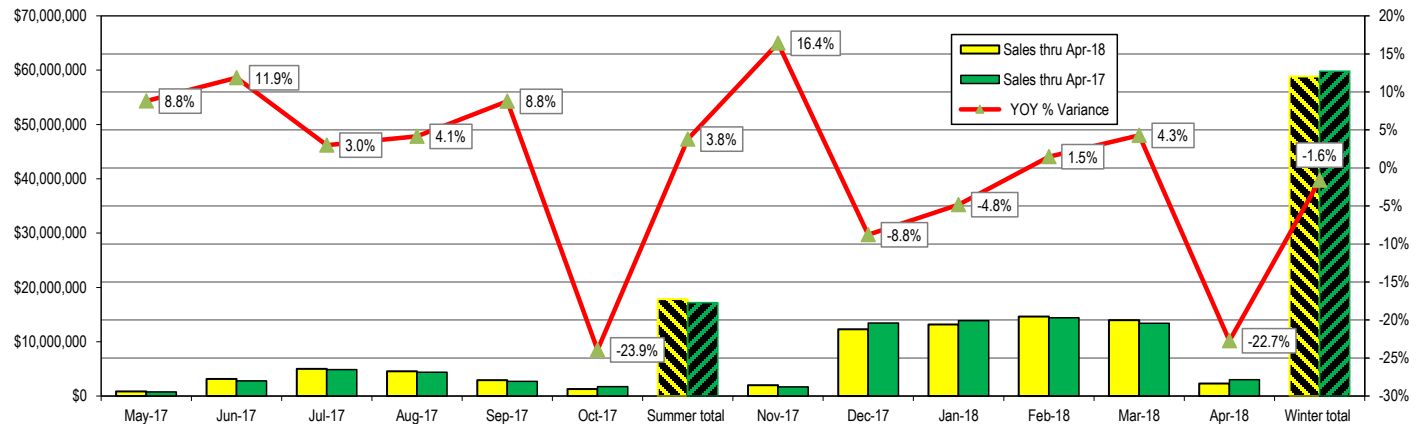


Chart 4c: Lionshead Lodging Sales: Summer 2017 and Winter 17/18



**Town of Vail All-Store Seasonal Report**  
**SECTION 5: FIVE YEAR ALL STORE REPORT BY NEIGHBORHOOD AND SEGMENT**

April 2013 - April 2018 Taxable Sales  
 Vail Village, Lionshead and VV/LH Combined

Chart 5a: VV + LH 5 Year Sales by Segment

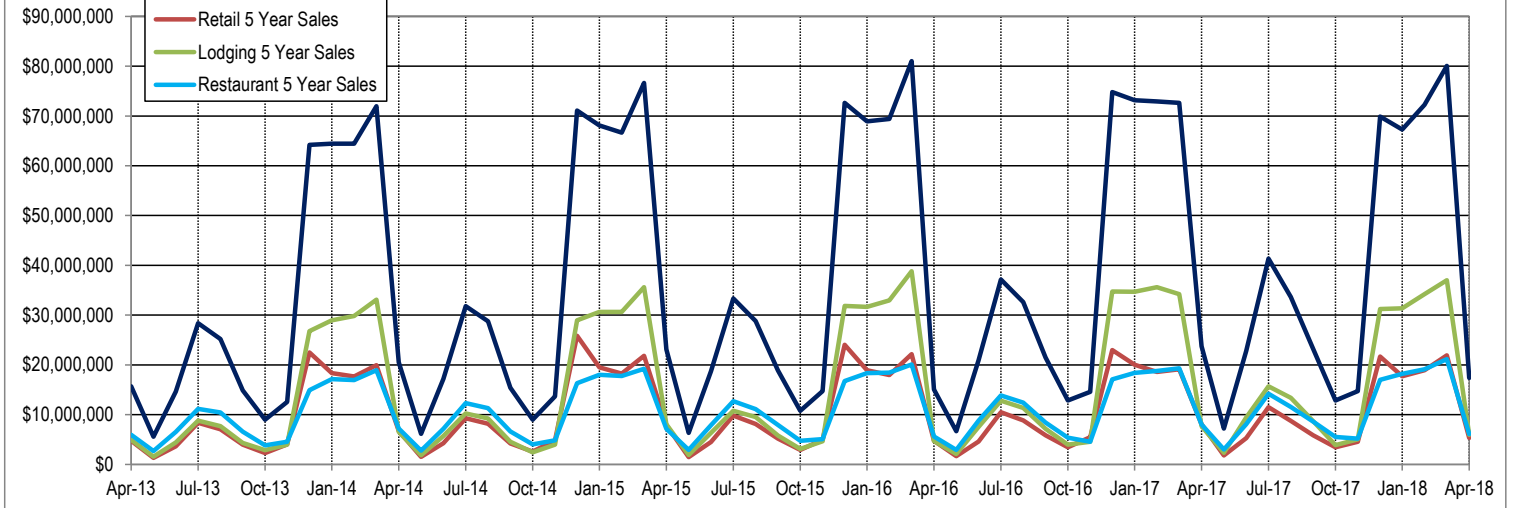


Chart 5b: Vail Village 5 Year Sales by Segment

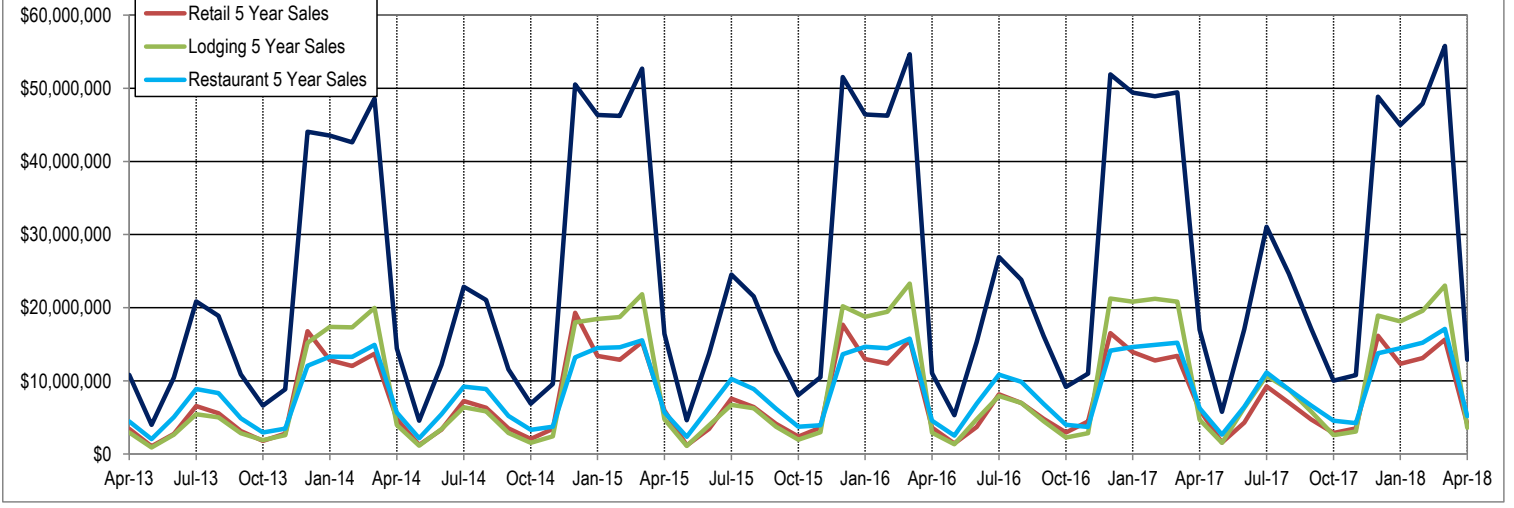
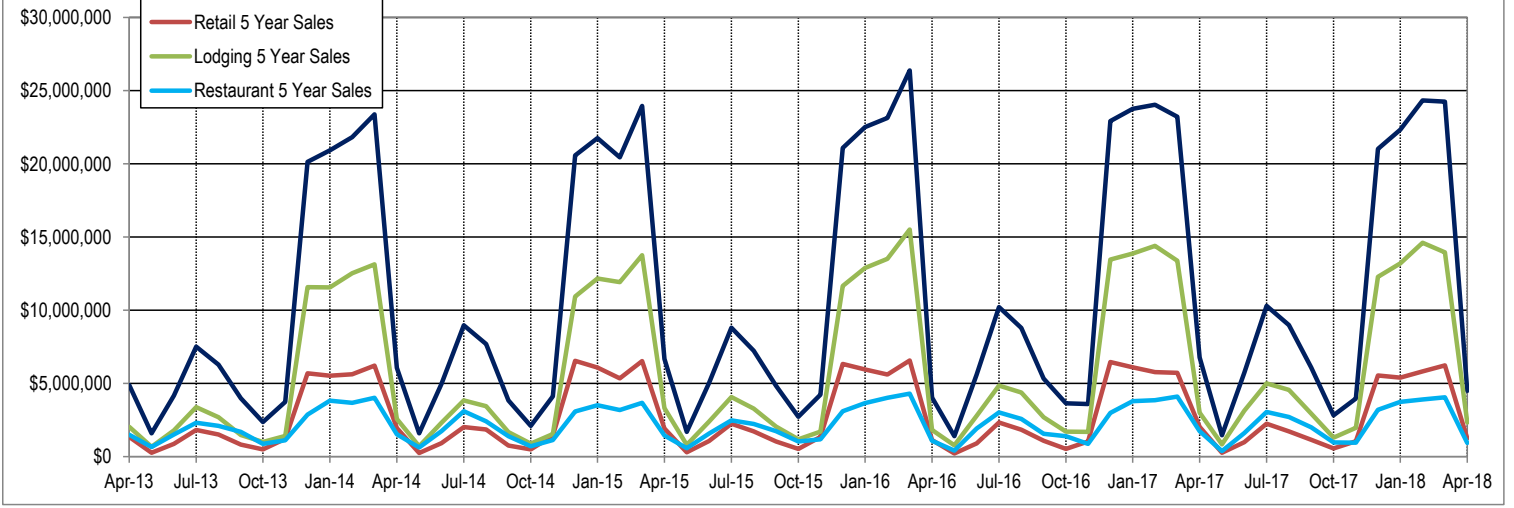


Chart 5c: Lionshead 5 Year Sales by Segment



**Town of Vail Total Taxable Sales Destination Comparative Seasonal Report**  
**SECTION 6 - VAIL TAXABLE SALES vs INDIVIDUAL COMPETITIVE DESTINATIONS - AGGREGATE**  
 Summer 2007 to 2017 and Winter 2006/07 to 2017/18 Absolute Values and Indexing

Chart 6a: All Vail total taxable sales versus Competitive Destination total taxable sales  
 Seasonal Totals Summer 2007 to 2017 and Winter 2006/07 to 2017/18

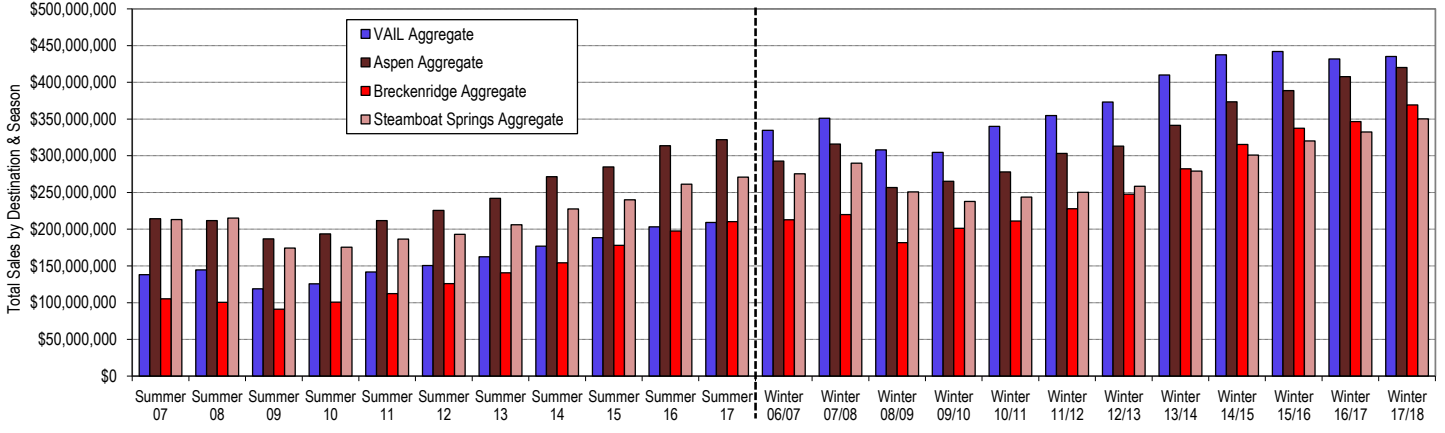


Chart 6b: All Vail and Competitive Destinations taxable summer sales indexed to 2007  
 Summer 2007 - 2017 vs Summer 2007 Benchmark

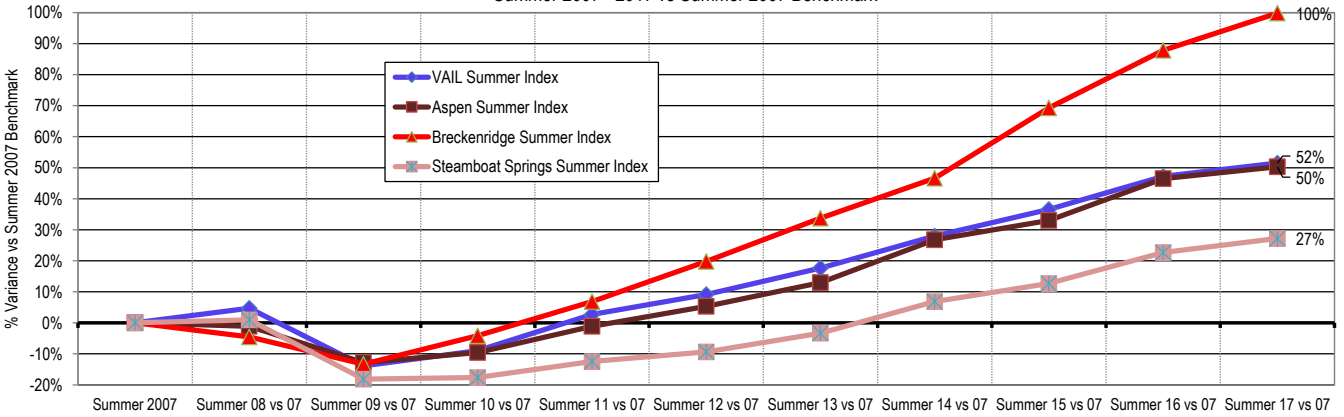


Chart 6c: All Vail and Competitive Destinations taxable winter sales indexed to 2006/07  
 Winter 2006/07 - 2017/18 vs Winter 2006/07 Benchmark

